



City of Kerrville

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FOR IMMEDIATE RELEASE

Holiday Lighted Parade

Kerrville, Texas (October 1, 2013) – The Kerrville Main Street Program would like to invite everyone to join us for the 13th Annual Holiday Lighted Parade at 6:00 p.m. on November 23, 2013 in downtown Kerrville. The Holiday Lighted Parade will officially welcome the holiday season, and most importantly the arrival of Mr. and Mrs. Claus riding in their signature fire truck. Preparations are currently underway to mark this exciting event.

Spots are still available for the Holiday Parade. [Applications](#) with parade rules and regulations are available at the Main Street Office located at City Hall, 701 Main Street or online at www.kerrvilletx.gov. The fee is \$15.00 per entry and all entries must be received by November 9, 2013. “We are working to secure local school bands, floats, and this year we hope to see Thanksgiving Day Themes in addition to the classic Christmas themes and characters on display during the parade,” stated Donna Bowyer, Main Street Coordinator. “This year will certainly be a year to remember.”

The parade will commence at the corner of the G Street Bridge and Water Street. It will travel westbound on Water Street, make a right on Earl Garrett and will then end at the Kerr County Courthouse. The courthouse lighting ceremony will serve as the finale. Entries

will line up at East Main and Clearwater Paseo and will travel down SH 27 before turning left onto Water Street for the start of the parade.

The parade began in 2001 and features businesses, non-profits, youth groups, auto and marching units. Typically there are over 85 entries and each entry will be completely lit for night-time viewing. For the fourth year in a row, cash awards will be given out for the category winners. First place in each of the four categories including Marching, Youth, Non-Profit and Commercial Business will be awarded \$150.00. Each participant will be judged by a panel of judges during the parade. The winners will be announced at the Courthouse Lighting Ceremony following the Holiday Lighted Parade and an announcement will be released to the area media.

Each year the parade features a grand marshal that begins the Holiday Parade. Past notable grand marshals have been Billy Taylor of KENS 5, Steve Brown of KSAT 12, WOAI morning co-anchor Leslie Bohl Jones, Kerrville Police Chief John Young, Texas Country Reporter Bob Phillips and Rudolph the Red Nosed Reindeer, Miss Fiesta 2009 Jessica Nicole Ramirez and her Second Princess, Jamie Lalley and Wounded Warriors from Brooke Army Medical Center.

Kerrville Main Street is excited to announce that Randy Beamer will be the Grand Marshal for the Holiday Lighted Parade. Randy Beamer is the Emmy-winning weekday co-anchor and a photojournalist for News 4 San Antonio WOAI. Randy has shot and reported for News 4 San Antonio from all over the country and even around the world, focusing on all kinds of stories involving and important to South Texas. He also volunteers as a popular emcee at dozens of community fundraisers. Beamer was a National Merit Scholar at Drake University. He's won five Emmy Awards, an Edward R. Morrow Award, top honors from the

Texas Associated Press Broadcasters and many other awards over the years for reporting, anchoring, photography and commentary, and he would rather you just call him “Beamer.”

The Holiday Lighted Parade will be fun for the whole family and everyone is encouraged to attend this festive event. Don't forget that downtown Kerrville has a free public parking garage so you don't need to worry about finding a place to park.

For additional information contact Donna Bowyer, Main Street Coordinator at 830.258.1113, via e-mail to donna.bowyer@kerrvilletx.gov or visit the city's website at www.kerrvilletx.gov.



Randy Beamer, News 4 WOAI
2013 Holiday Lighted Parade Grand Marshal

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